Motion

Motion & Micro-interactions Motion with Purpose Fluid, Responsive, Engaging This document is the heart of our Engaging pillar and our Fluid soul. In the Play+ ecosystem, motion is not decoration; it is a form of communication. It's how we provide feedback, guide attention, and create a seamless flow between states. Good motion design is invisible, making the interface feel responsive, intuitive, and alive. Micro-interactions are the small, purposeful moments of delight that give our product personality. They are the subtle acknowledgements—the ripple on a click, the pulse of a notification—that make the experience feel thoughtful and human. This guide establishes the principles for creating motion that is both functional and delightful. In Play+, Signature Motions aren't just animation styles — they are visual metaphors for how our brand behaves: fluid, expressive, human, and clear. These patterns create consistent moments of recognition across our ecosystem. Each one serves a deliberate role in elevating clarity, delight, and purpose. Core Motion Principles ■ Purposeful Design Guideline Every animation must have a clear purpose, such as guiding the user or reinforcing hierarchy. Developer Implementation Connect each animation to a user action or state change. Avoid gratuitous animations. Responsive Design Guideline Motion should provide immediate feedback like a physical object responding to touch. Developer Implementation Prioritize transform and opacity. Avoid width, height, margin, or top/left. Brand-Driven Design Guideline Animations must follow the Play+ tempo and character for consistent signature feel. Developer Implementation Use $motion-duration-* and $motion-easing-* tokens for all animations. Inclusive Design Guideline Motion must be accessible, adaptable and should respect all user preferences. Developer Implementation Wrap animations in @media (prefers-reduced-motion: no-preference) and offer alternatives. Motion System Tokens ■ Duration Tokens: $motion-duration-swift (150ms) — instant feedback like hovers $motion-duration-standard (300ms) — default transitions and loaders $motion-duration-emphasis (450ms) — to draw attention or celebrate Easing Tokens: $motion-easing-standard : natural in/out movement $motion-easing-enter : fast-to-slow entrance motion $motion-easing-exit : slow-to-fast exit motion Pattern Tokens: Combinations of duration + easing used across Play+ (e.g., $motion-pattern-hover-fast) Application Guidance ■ Question Guidelines When to Use Enhance understanding, continuity, and feedback Where to Use Key states: transitions, confirmations, input changes How to Use With tokens, optimized transforms, minimal performance impact How Much Subtle utility motion regularly, expressive motion only at key

moments

Signature Motion Patterns

■ These patterns are expressive, playful, and reinforce the identity of Play+. Each is crafted to elevate moments and deliver delight where it matters.

Gradient Border Flow	Flowing multicolour border to show focus/state
Press Ripple Trail	Ripple follows interaction point
Micro-Bounce	Elastic reaction on select
Fluid Flow	Smooth animation that mimics the motion of liquid
Feature Spotlight Pulse	Gentle glow draws focus to new/important items

Use Cases

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Pattern	Use Case
Gradient Border Flow	Forms, modals, selected cards
Press Ripple Trail	All clickable elements
Micro-Bounce	Checkboxes, toggles, dropdowns
Fluid Flow	Navigation links, tabs
Feature Spotlight Pulse	New features, celebratory moments

Motion Design Guide

■ Component-to-Motion Mapping ■

Component	Motion Type	Signature Pattern(s)	Token(s) Used
Button	Utility + Expressive	Press Ripple, Micro-Bounce	$motion-duration-swift, ripple-feedback
Form Field	Utility	Gradient Border, Success Tick	$motion-duration-standard, gradient-focus
Tab Navigation	Utility	Underlining Glide	$motion-pattern-hover-fast
Card	Expressive	Gradient Border Flow	$motion-easing-standard
Tooltip/Modal	Utility	Fade, Background Blur	$motion-duration-standard
Success Alerts	Expressive	Feature Spotlight Pulse	$motion-duration-emphasis
Checkbox/Radio	Utility	Micro-Bounce	$motion-duration-swift

Micro-interaction Patterns

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Type	Description	Examples
State Change	Visualize a component's condition change	Toggle from off to on, checkbox selection
Transition	Represent spatial/content shifts	Slide between tabs, screen change
Feedback Indicator	Acknowledge user interaction	Ripple effect on button press
Progress Indicator	Show ongoing processes	Spinner, linear loader on form submit

Common Sequences

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UI Element	Interaction Sequence
Button	Hover → Press → Loading → Done
Form	Typing → Validation Error → Success Confirmation
Modal	Trigger → Fade In → Interaction → Close
Navigation	Hover → Select → Slide or Highlight

Motion Implementation Guidelines

■ Use transform and opacity for GPU-accelerated transitions Avoid animating expensive properties like top , left , width , or height Default to Framer Motion or CSS transitions for smoother animation Always check system-level accessibility preferences (prefers-reduced-motion)

Guardrails: Do's and Don'ts

■ Accessibility & Performance ■ Honor prefers-reduced-motion ; provide static alternatives Avoid flashing or repetitive movement that causes discomfort Use transform and opacity to achieve 60fps on target devices

Summary Principles

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Principle	Description
Clarity	Every animation communicates purpose and feedback clearly
Consistency	Unified motion behavior across all elements and flows
Delight	Joyful moments delivered thoughtfully and purposefully
Accessibility	Motion is inclusive and adaptable to every user's sensory needs